

Introduction:

The business world is increasingly data driven.

Small and large businesses alike use data to make decisions about sales, hiring, goals, and all areas for which they have data.

While most businesses have access to data of one type or another, it can be intimidating to try to understand without a background in data analytics or statistics.

Even if you do understand the data, a challenge may arise in displaying the data in an easy to understand way and communicating it to other relevant people.

Power BI takes the intimidation and hassle out of data analysis and visualization.

By connecting to one or more of the hundreds of existing data sources and using a secure, easy to understand interface, you can quickly and simply interact with and understand your data to influence all business systems.

What is BI?

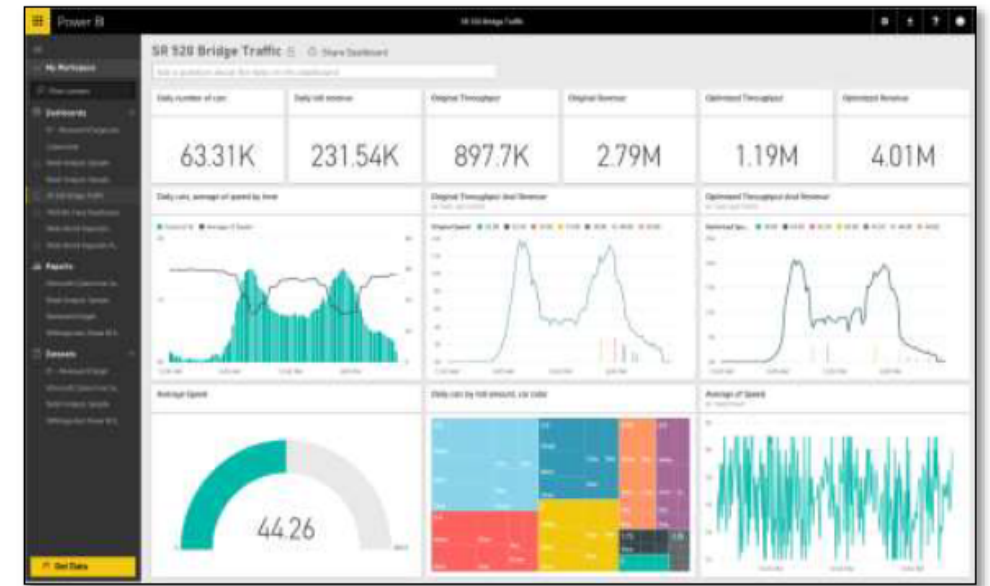
- Business intelligence (BI) is a technology-driven process for analyzing data and presenting actionable information to help corporate executives, business managers and other end users make more informed business decisions. BI encompasses a variety of tools, applications and methodologies that enable organizations to collect data from internal systems and external sources, prepare it for analysis, develop and run queries against the data, and create reports, dashboards and data visualizations to make the analytical results available to corporate decision makers as well as operational workers.

Definition via <http://searchdatamanagement.techtarget.com/definition/business-intelligence>

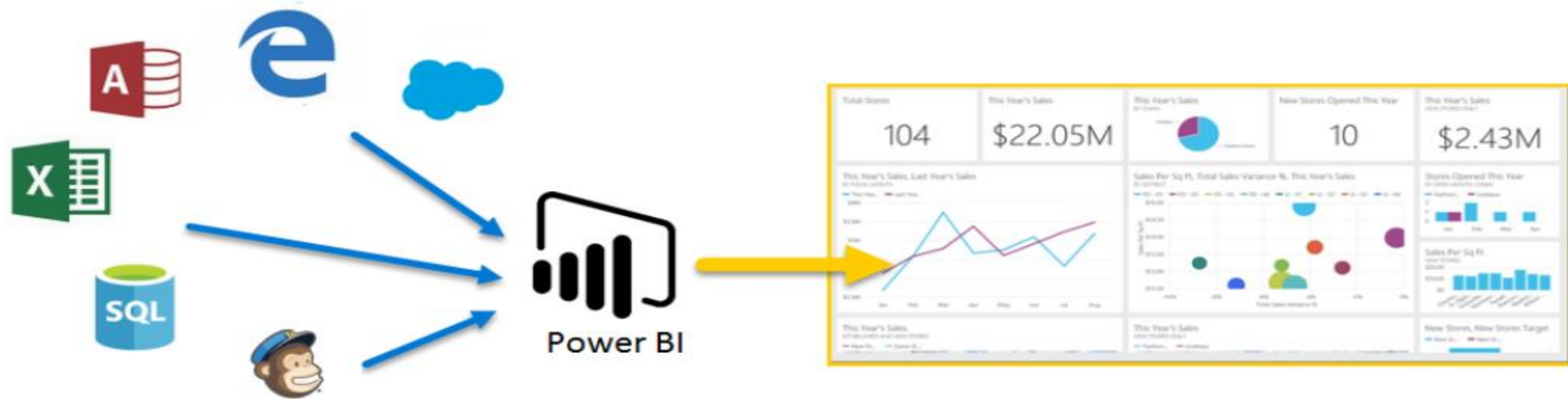
What is Microsoft's Power BI

Experience your data. Any data, any way, anywhere

- Power BI is a cloud-based business analytics service that enables
 - fast and easy access to your data
 - a live 360° view of your business
 - data discovery and exploration
 - insights from any device
 - collaboration across your organization
 - anyone to visualize and analyze data

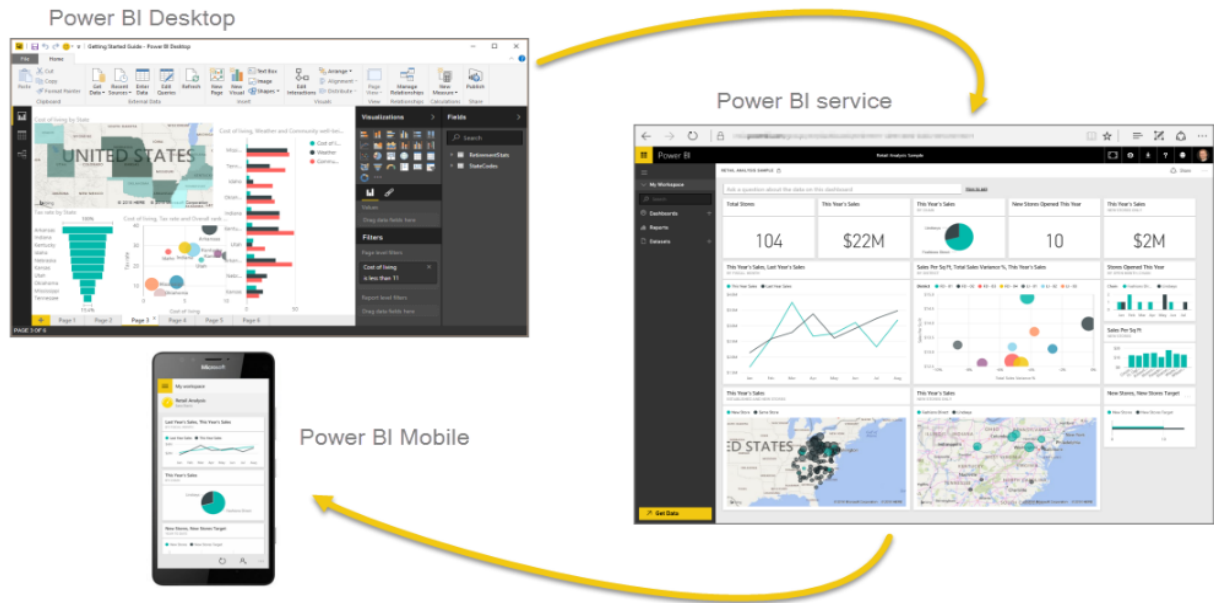


Microsoft Power BI is a collection of software services, apps, and connectors that work together to turn your unrelated sources of data into coherent, visually immersive, and interactive insights. Whether your data is a simple Microsoft Excel workbook, or a collection of cloud-based and on-premises hybrid data warehouses, Power BI lets you easily connect to your data sources, clean, and model your data without affecting the underlying source, visualize (or discover) what's important, and share that with anyone or everyone you want.



The parts of Power BI

Power BI consists of a Microsoft Windows desktop application called Power BI Desktop, an online SaaS (Software as a Service) service called the Power BI service, and mobile Power BI apps that are available on phones and tablets.



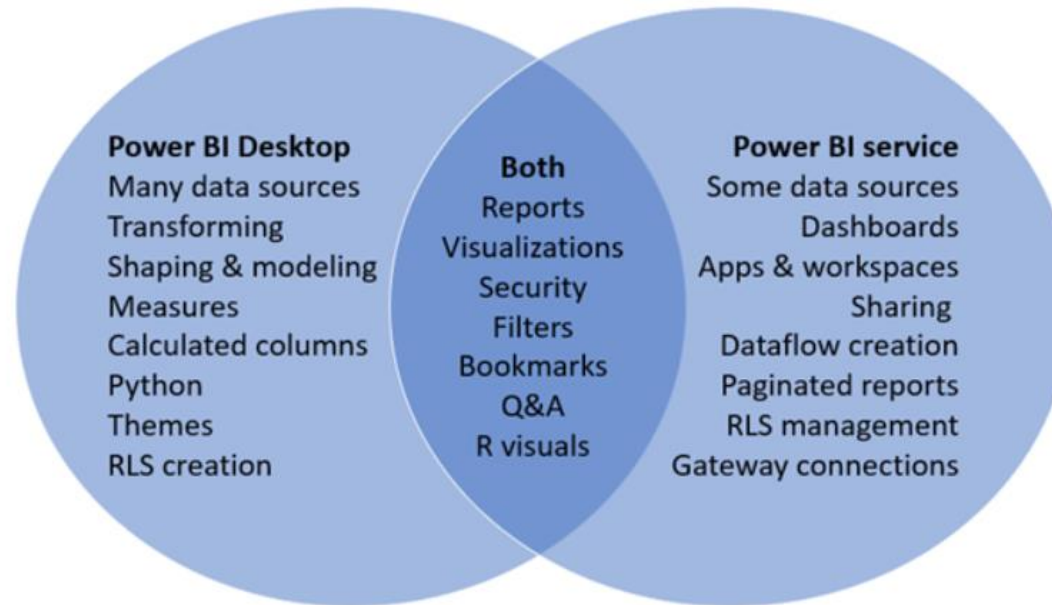
These three elements—Desktop, the service, and Mobile apps—are designed to let people create, share, and consume business insights in the way that serves them, or their role, most effectively.

The parts of Power BI

Power BI consists of:

- A Windows desktop application called **Power BI Desktop**.
- An online SaaS (*Software as a Service*) service called the **Power BI service**.
- Power BI **mobile apps** for Windows, iOS, and Android devices.
- A fourth element, **Power BI Report Server**, allows you to publish Power BI reports to an on-premises report server, after creating them in Power BI Desktop.

Comparing Power BI Desktop and the Power BI service



Power BI Desktop is a complete data analysis and report creation tool that you install for free application on your local computer. It includes the Query Editor, in which you can connect to many different sources of data, and combine them (often called modelling) into a data model. Then you design a report based on that data model.

The **Power BI service** is a cloud-based service. It supports light report editing and collaboration for teams and organizations. You can connect to data sources in the Power BI service, too, but modelling is limited.

Most report designers who work on business intelligence projects use **Power BI Desktop** to create reports, and then use the **Power BI service** to distribute their reports with others.

Security and Administration

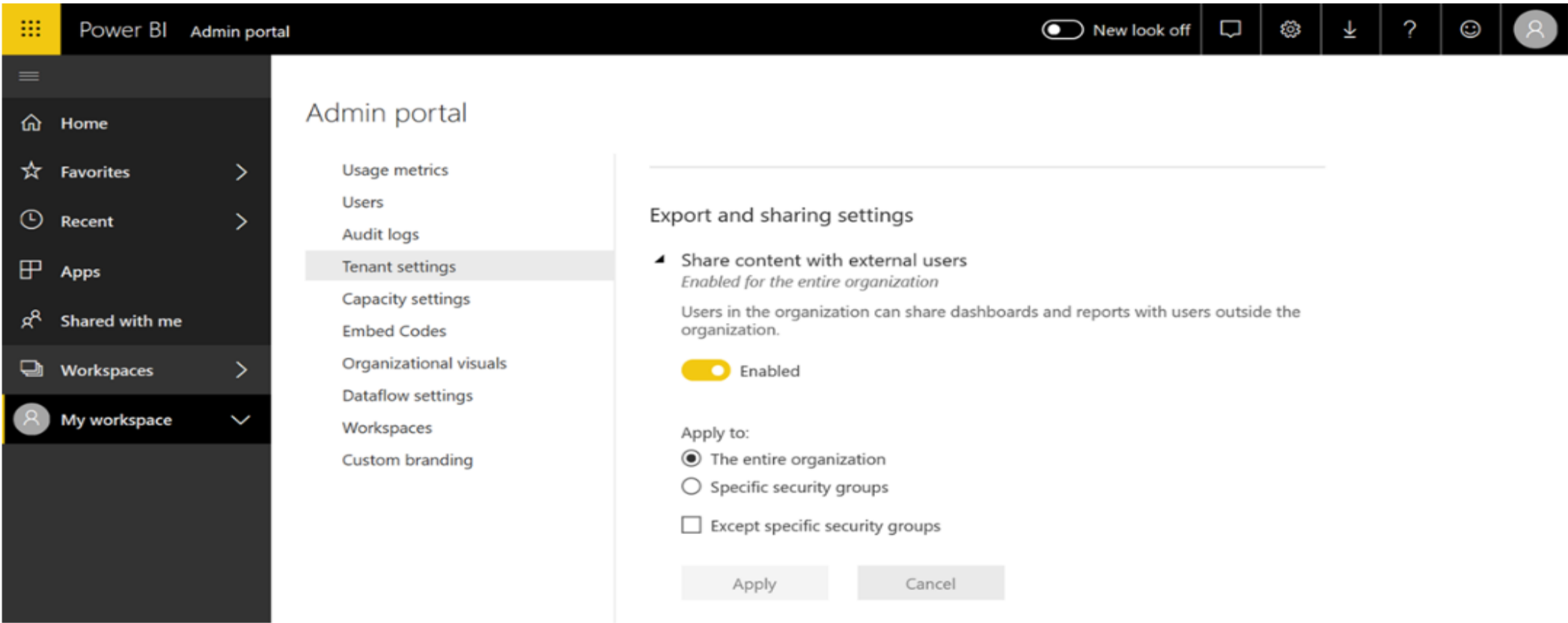
Security is at the forefront of data concerns. Administration is at the forefront of business concerns. Thankfully, Power BI's structure and capabilities make both simple to business users and administrators to provide peace of mind.

Security

Similar to many Microsoft services, Power BI is built on Azure, which is Microsoft's cloud computing infrastructure and platform, ensuring the same level of security. Users log in with their credentials held in Azure Active Directory (AAD) and control the level of sharing for every report, data or dashboard, determining whether recipients can edit or only view items.

Administration

Power BI administration is the management of a Power BI tenant, including the configuration of governance policies, usage monitoring, and provisioning of licenses, capacities, and organizational resources.



Power BI is designed for self-service business intelligence, and the administrator is the guardian of data, processes, and policies in the Power BI tenant. A Power BI administrator is a key member of a team that includes BI developers, analysts, and other roles. The administrator can help support an organization to make sure that critical goals are met.

Knowledge check

1. Power BI helps with which of the following business processes?

- ☐ Notifying users when a SharePoint list item has changed.
- ☐ Generating an approval.
- ☐ Analyzing and displaying data.

2. Which of the below is a way in which Power BI can help you effectively leverage your data?

- ☐ Analyze sales data to better allocate resources and place orders, optimizing operations.
- ☐ Analyze customer data to better target and promote specific items to specific customers.
- ☐ All of the above.

3. What are the three elements of Power BI designed to let people create, share, and consume business insights in the way that serves them, or their role, most effectively?

- ☐ Desktop, service, and Mobile apps.
- ☐ Tiles, visualizations, and dashboards.
- ☐ Reports, dashboards, and tiles.